

Notice of Allowability	Application No.	Applicant(s)
	09/313,131	STEINBERG, ERAN
	Examiner LUONG T NGUYEN	Art Unit 2612

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

- This communication is responsive to Appeal Brief filed on 8/30/2004.
- The allowed claim(s) is/are 1, 3-5, 11, 17-21, 30, 53-59 (renumbered as 1-18, respectively).
- The drawings filed on _____ are accepted by the Examiner.
- Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - All
 - Some*
 - None
 of the:
 - Certified copies of the priority documents have been received.
 - Certified copies of the priority documents have been received in Application No. _____.
 - Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

- A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
- CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - hereto or 2) to Paper No./Mail Date 10/13/2000.
 - including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
- DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- Notice of References Cited (PTO-892)
- Notice of Draftsperson's Patent Drawing Review (PTO-948)
- Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
- Examiner's Comment Regarding Requirement for Deposit
of Biological Material
- Notice of Informal Patent Application (PTO-152)
- Interview Summary (PTO-413),
Paper No./Mail Date 121804.
- Examiner's Amendment/Comment
- Examiner's Statement of Reasons for Allowance
- Other _____.

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Stephen G. Sullivan on 12/15/04.

2. The claims have been amended as follows:

Claim 36 is canceled.

REASONS FOR ALLOWANCE

3. Claims 1, 3-5, 11, 17-21, 30, 53-59 are allowed.

The following is an examiner's statement of reasons for allowance:

Regarding claims 1 and 17, the prior art of the record fails to show or fairly suggest an integrated digital camera apparatus comprising a messaging apparatus, said messaging apparatus including code apparatus for selectively receiving messages sent to said transceiver by a message center from a service provider, wherein said messages include advertisements; and at least one of warranty registration forms; and questionnaires, and wherein said service provider includes any combination of a billing center, a retailer, and a camera manufacturer; and whereby said messaging apparatus in said camera apparatus and said message center allows said service

provider to promote an ongoing business relationship with said user after sale of said camera apparatus.

Claims 3-5, 11 are allowable for the reasons given respect to claim 1.

Claims 18-21, 30 are allowable for the reasons given respect to claim 1.

Regarding claim 53, the prior art of the record fails to show or fairly suggest a method for maintaining communication between a camera-related service provider and a camera user after sale of the camera, the method comprising the steps of providing a message center for: maintaining records of camera users and corresponding camera identification (ID), storing messages that include advertisements and at least one of warranty registration forms, and questionnaires, and transmitting from said message center to the camera, messages that match the categories associated with the user, such that the messages are communicated to the user the camera in graphical or audio form, thereby providing the service provider with an opportunity to promote an ongoing business relationship with the user.

Claims 54-59 are allowable for the reasons given respect to claim 1.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to LUONG T NGUYEN whose telephone number is (703) 308-9297. The examiner can normally be reached on 7:30AM - 5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wendy Garber can be reached on (703) 305-4929. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

LN LN
12/18/04


WENDY R. GARBER
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600